

CLAIMS

What is claimed is:

- 1 1. A method for distributing targeted sales information, comprising the steps of:
 - 2 (a) storing user input relating to products in a database;
 - 3 (b) receiving a request to send sales information associated with a product;
 - 4 (c) searching the database for selecting users who have entered user input relating to
 - 5 the product associated with the sales information;
 - 6 (d) outputting the sales information to the selected users; and
 - 7 (e) charging a fee for outputting the sales information.
- 1 2. A method as recited in claim 1, wherein the user input includes submissions of
- 2 representations of bar codes associated with products.
- 1 3. A method as recited in claim 1, wherein the sales information is output utilizing
- 2 a web page, wherein an additional fee is charged for selecting a positioning of
- 3 the sales information on the web page.
- 1 4. A method as recited in claim 1, wherein the sales information is output to a
- 2 client device of at least one of the users, wherein the client device is selected
- 3 from the group consisting of: a personal computer, a scanner, a portable
- 4 computing device, a telephone, a pager, and a facsimile machine.
- 1 5. A method as recited in claim 1, wherein an additional fee is charged for
- 2 outputting the sales information to at least one of a telephone, pager, and
- 3 portable computing device.

1 6. A method as recited in claim 1, wherein a user response to the sales information
2 is tracked.

1 7. A method as recited in claim 1, wherein a promoter of the product is allowed to
2 provide dynamic feedback to a user responding to the sales information.

1 8. A computer program product for distributing targeted sales information,
2 comprising:

- 3 (a) computer code for storing user input relating to products in a database;
- 4 (b) computer code for receiving a request to send sales information associated with
5 a product;
- 6 (c) computer code for searching the database for selecting users who have entered
7 user input relating to the product associated with the sales information;
- 8 (d) computer code for outputting the sales information to the selected users; and
- 9 (e) computer code for charging a fee for outputting the sales information.

1 9. A computer program product as recited in claim 8, wherein the user input
2 includes submissions of representations of bar codes associated with products.

1 10. A computer program product as recited in claim 8, wherein the sales information
2 is output utilizing a web page, wherein an additional fee is charged for selecting
3 a positioning of the sales information on the web page.

1 11. A computer program product as recited in claim 8, wherein the sales information
2 is output to a client device of at least one of the users, wherein the client device
3 is selected from the group consisting of: a personal computer, a scanner, a
4 portable computing device, a telephone, a pager, and a facsimile machine.

- 1 12. A computer program product as recited in claim 8, wherein an additional fee is
2 charged for outputting the sales information to at least one of a telephone, pager,
3 and portable computing device.
- 1 13. A computer program product as recited in claim 8, wherein a user response to
2 the sales information is tracked.
- 1 14. A computer program product as recited in claim 8, wherein a promoter of the
2 product is allowed to provide dynamic feedback to a user responding to the sales
3 information.
- 1 15. A system for distributing targeted sales information, comprising:
2 (a) logic for storing user input relating to products in a database;
3 (b) logic for receiving a request to send sales information associated with a product;
4 (c) logic for searching the database for selecting users who have entered user input
5 relating to the product associated with the sales information;
6 (d) logic for outputting the sales information to the selected users; and
7 (e) logic for charging a fee for outputting the sales information.
- 1 16. A system as recited in claim 15, wherein the user input includes submissions of
2 representations of bar codes associated with products.
- 1 17. A system as recited in claim 15, wherein the sales information is output utilizing
2 a web page, wherein an additional fee is charged for selecting a positioning of
3 the sales information on the web page.
- 1 18. A system as recited in claim 15, wherein the sales information is output to a
2 client device of at least one of the users, wherein the client device is selected

3 from the group consisting of: a personal computer, a scanner, a portable
4 computing device, a telephone, a pager, and a facsimile machine.

1 19. A system as recited in claim 15, wherein an additional fee is charged for
2 outputting the sales information to at least one of a telephone, pager, and
3 portable computing device.

1 20. A system as recited in claim 15, wherein a user response to the sales information
2 is tracked.

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